MANOS KALAITZAKIS

PERSONAL INFORMATION

Address	3, Ragkavi str., 145 61 Kifissia
Telephone	Home : 210 6206853, Mobile : 6932 892160
e-mail	mkalaitzakis@aidom.gr
Date of Birth	Heraklion, Crete
Marital status	Married, 2 children
Military obligations	Completed

SKILLS SUMMARY

Highly experienced, talented and dependable **sales and marketing professional** with 30 years experience in the Greek pharmaceutical market in various sales and marketing positions. Skilled in all aspects of sales force management and training, as well as marketing planning and program implementation.

PROFESSIONAL EXPERIENCE

3/2004 – Today	AIDOM Pharma SA
	Chairman & Managing Director
	Importer, Distributor, Wholesaler and Owner of both Multinational and
	Greek Brands in the Pharmaceutical field and in the FMCG sector
	• Exceeded company's target sales by 18 % in average each year
12/2005-Today	Venus JSC (public company), 3A Boris Arsov Str.,Sofia, Bulgaria
12/2005-10day	Real estate development
	Member of the Board of Directors
	Participation in the Boards of Directors meetings;
	Investment evaluation;
	Marketing research of real estate sector;
	Reporting to the General Meeting and shareholders;

 1/2002 – 2/2004
 GALDERMA HELLAS S.A. (a 50% L'Oréal - 50% Nestlé subsidiary)

 Marketing Manager reporting to General Manager

 Planning and Implementation of company's strategy, communication of

the strategy to the sales force, medical and sales training. IMS Analysis, Below-the-Line Promotional Activities.

- Increased total actual sales by 12% within one year.
- Increased market share of 4 products representing 80% of total sales by 20% on average within one year.
 - Organized 3 special professional events: budget control, networking with key opinion leaders, logistics.
 - Supervised preparation for new product launch: competition analysis and monitoring, sales force training, speakers, new printed material.
 - Managed the total promotional budget.

1/1998 - 12/2001

GALDERMA HELLAS S.A.

Sales Manager reporting to General Manager

Direction and Control of all sales operations: Development, proposition and implementation of short and long term Sales Objectives, Plans, Programs. Organization of the sales force structure, procedures and

recruiting. • Responsible for a team of 5 medical sales representatives (into supervision, coaching, motivation, medical and sales training). • Exceeded target sales by 20% in average each year. • Launched (Jan. 2000) new product which became no2 in its specific category (15% market share) within 3 years. 10/1991 – 12/1997 GALDERMA HELLAS S.A. Medical Sales Representative reporting to Sales & Marketin Manager Promotion of Company's Products mainly in Dermatologists, coverin Attica and major part of South Greece. • Exceeded personal target sales by 20% in average each year 2/1991 – 10/1991 INFORMA S.A. (exclusive representative of CANON automatio products). Sales Counselor Duties included selling and customer servicing. EDUCATION 1989 – 1995 The American College of Greece – Deree College, BSc in Business Administration, Major in Marketing Management PROFESSIONAL EDUCATION - SEMINARS 1992 – Today Various intra-company seminars and training courses, including Market, 2003; Project Management (MCE) Tenerife, 2002; Management Performance 1998 Public Relations (Hellenic Management Association - E.E.D.E.) 1991 Selling Techniques (E.E.D.E.) 1993 Selling Techniques (E.E.D.E.) 1991 Selling Psychology (Generalli Life) 1* Cong		
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